The Protocol School of Washington®

Pamela Eyring, President

Pamela Eyring is the president and owner of The Protocol School of Washington® (www.psow.edu), which is accredited by the Accrediting Council for Continuing Education and Training. The school focuses on international protocol, business etiquette, and communication skills training. With more than four decades of public and private sector experience in operational protocol and educational development, Pamela has extensive knowledge of US and international practices and is a global thought leader in the etiquette and protocol industry.

After acquiring the school from founder Dorothea Johnson in 2005, Pamela soon expanded its operations internationally with coursework in the United Arab Emirates (UAE), Trinidad & Tobago, the Republic of Turkey and Kingdom of Saudi Arabia.

As interest in global protocol and cultural awareness continued to grow, Pamela made a permanent overseas expansion in 2012, opening a Middle East and Gulf Region office in Dubai, UAE. In both the US and Dubai offices, the PSOW's curriculum focuses on building professional relationships through cultural understanding, communication, and respect.

Before her work at PSOW, Pamela was Chief of Protocol at Wright-Patterson Air Force Base (the first civilian to hold the position), where she planned and directed military, government, international, and civic ceremonies, conferences, special events, and presidential visits. She later led executive development initiatives for the command's senior civilian workforce at Headquarters Air Force Materiel Command, shaping the future leadership of the U.S. Air Force. In both her military and professional work, she has worked with heads of state, four-star general officers, CEOs of Fortune 500 companies, leaders in academia, and entrepreneurs from around the globe.

Pamela and the PSOW team won the Gold Globee® Award as Best Training Provider of the Year in the 10th Annual 2025 Awards Program for Achievement. She has also received past recognition, being named the Enterprising Woman of the Year from *Enterprising Women Magazine*. Because of her expertise in cross-cultural communication, international protocol, and etiquette, Pamela was named as the *Washington Business Journal*'s first monthly Biz Etiquette columnist and has written a Modern Business Etiquette column for international news agency *Reuters*. She is regularly featured as a protocol and etiquette expert on national and regional radio and TV outlets, including the *Today Show, PBS NewsHour, CNN, FOX Business, AARP-TV,* and *ABC Radio Network.* She has also been featured in major national and international print and digital outlets that include *The Wall Street Journal, The New York Times, The Washington Post, Associated Press, Forbes.com, Reader's Digest, Entrepreneur,* and *Inc. Magazine.*

Pamela is an active member of several professional organizations, including Protocol & Diplomacy International – Protocol Officers Association (PDI-POA), ISA – The Association of Learning Providers, and the Association for Talent Development (ATD). She is also a former member of Vistage and the Women Presidents Organization (WPO). In addition to her professional affiliations, Pamela serves on the boards of the National Alliance on Mental Illness (NAMI) and We Are Sharing Hope SC, a statewide organization dedicated to facilitating life-saving organ and life-enhancing tissue donations.